

# CONTRACT



**WOWT**  
**3501 Farnam St.**  
**Omaha, NE 68131**  
**Sales T & C: www.gray.tv/advertising**  
**(402) 346-6666**

<u>Contract / Revision</u> 2490053 /		<u>Alt Order #</u> WOC13551136
<u>Advertiser</u> Pillen For Governor		<u>Original Date / Revision</u> 03/25/22 / 03/25/22
<u>Contract Dates</u> 03/28/22 - 04/03/22	<u>Estimate #</u> 3242	
<u>Product</u> 2022 Primary Election		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WOWT	<u>Account Executive</u> Mary Beth Keating	<u>Sales Office</u> Omaha National
<u>Special Handling</u>		
<u>Demographic</u> Adults 55+		
	<u>Order Type</u> NORMAL	<u>Total Ratings</u> 699.10
<u>Agcy Code</u> 9916670	<u>Advertiser Code</u> 303	<u>Product 1/2</u> 405
<u>Agency Ref</u> 140343	<u>Advertiser Ref</u> 589010	

And:

**AxMedia**  
**800 W 47TH Street Suite 200**  
**Kansas City, MO 64112**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WOWT	03/28/22	04/01/22	Morning News Show	6:00 AM-7:00 AM		:30				NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	11111--				5	\$250.00	5.00			
N 2	WOWT	03/28/22	04/01/22	Today Show	7:00 AM-9:00 AM		:30				NM	10	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	22222--				10	\$275.00	6.20			
N 3	WOWT	03/28/22	04/02/22	Weekend News Sa	7:00 AM-8:00 AM		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	-----1-				1	\$100.00	4.60			
N 4	WOWT	03/28/22	04/02/22	Sa Today	8:00 AM-9:30 AM		:30				NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	-----2-				2	\$150.00	4.60			
N 5	WOWT	03/28/22	04/03/22	Weekend News Su	7:00 AM-8:00 AM		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	-----1				1	\$100.00	4.50			
N 6	WOWT	03/28/22	04/03/22	Su Today	8:00 AM-9:00 AM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	-----1				1	\$150.00	4.50			
N 7	WOWT	03/28/22	04/03/22	Meet The Press	9:00 AM-10:00 AM		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	-----2				2	\$125.00	3.70			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WOWT	03/28/22-04/03/22	Meet The Press	9:00 AM-10:00 AM	-----Su	:30		\$125.00	3.70	NM		
				See MG 13.5,13.6,13.7,13.8,13.9									
	2	WOWT	03/28/22-04/03/22	Meet The Press	9:00 AM-10:00 AM	-----Su	:30		\$125.00	3.70	NM		
				See MG 13.5,13.6,13.7,13.8,13.9									
N 8	WOWT	03/28/22	04/01/22	Today Show II	9:00 AM-10:00 AM		:30				NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	11111--				5	\$100.00	4.80			
N 9	WOWT	03/28/22	04/01/22	Midday News	11:00 AM-12:00 PM		:30				NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	11111--				5	\$100.00	7.60			
N 10	WOWT	03/28/22	04/01/22	M-F 2p-3p	2:30 PM-3:00 PM		:30				NM	3	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Advertiser</u> Pillen For Governor		<u>Original Date / Revision</u> 03/25/22 / 03/25/22
<u>Contract Dates</u> 03/28/22 - 04/03/22	<u>Product</u> 2022 Primary Election	<u>Estimate #</u> 3242

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	1-1-1--				3	\$60.00	2.50			
N 11	WOWT	03/28/22	03/31/22	M-F 3p-4p	3:00 PM-4:00 PM		:30				NM	3	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	-111---				3	\$70.00	3.20			
N 12	WOWT	03/28/22	04/01/22	News @ 5p M-F	5:00 PM-5:30 PM		:30				NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	1111--				5	\$300.00	12.10			
N 13	WOWT	03/28/22	04/01/22	NBC Nightly News	5:30 PM-6:00 PM		:30				NM	7	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	11-11--				4	\$400.00	12.60			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WOWT	03/28/22-04/03/22	NBC Nightly News	5:30 PM-6:00 PM	MTu-ThF----	:30		<del>\$400.00</del>	12.60	NM		
	See MG 13.5, 13.6, 13.7, 13.8, 13.9												
	3	WOWT	03/28/22-04/03/22	NBC Nightly News	5:30 PM-6:00 PM	MTu-ThF----	:30		<del>\$400.00</del>	12.60	NM		
	See MG 13.5, 13.6, 13.7, 13.8, 13.9												
	5	WOWT	03/29/22-04/03/22	M-F News @ 4p	358p-5p	-TuWThF----	:30		\$175.00	12.60	NM		
	Ⓜ	MG for 7.2, 13.3, 13.1, 7.1											
	6	WOWT	03/29/22-04/03/22	M-F News @ 4p	358p-5p	-TuWThF----	:30		\$175.00	12.60	NM		
	Ⓜ	MG for 7.2, 13.3, 13.1, 7.1											
	7	WOWT	03/29/22-04/03/22	M-F News @ 4p	358p-5p	-TuWThF----	:30		\$175.00	12.60	NM		
	Ⓜ	MG for 7.2, 13.3, 13.1, 7.1											
	8	WOWT	03/29/22-04/03/22	M-F News @ 4p	358p-5p	-TuWThF----	:30		\$175.00	12.60	NM		
	Ⓜ	MG for 7.2, 13.3, 13.1, 7.1											
	9	WOWT	03/28/22-04/03/22	Thursday Prime Hr 3	9p-10p	----Th-----	:30		\$400.00	12.60	NM		
	Ⓜ	MG for 7.2, 13.3, 13.1, 7.1											
N 14	WOWT	03/28/22	04/01/22	News @ 630p M-F	6:30 PM-7:00 PM		:30				NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	1111--				5	\$300.00	9.00			
N 15	WOWT	03/28/22	04/02/22	News @ 5p Sa	5:00 PM-5:30 PM		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	-----1-				1	\$300.00	15.90			
N 16	WOWT	03/28/22	04/02/22	NBC Nightly News Sa	5:30 PM-6:00 PM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	-----1-				1	\$350.00	16.50			
N 17	WOWT	03/28/22	04/03/22	News @ 5p Su	5:00 PM-5:30 PM		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	-----1				1	\$250.00	11.30			
N 18	WOWT	03/28/22	04/03/22	NBC Nightly News Su	5:30 PM-6:00 PM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	-----1				1	\$350.00	11.80			
N 19	WOWT	03/28/22	04/01/22	Weekday Jeopardy	5:57 PM-6:30 PM		:30				NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	1111--				5	\$325.00	12.40			
N 20	WOWT	03/28/22	04/02/22	Sa Jeopardy	6:00 PM-6:30 PM		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	-----1-				1	\$200.00	11.50			
N 21	WOWT	03/28/22	03/29/22	Tuesday Prime Hr 2	8:00 PM-9:00 PM		:30				NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	-1-----				1	\$1,100.00	9.00			
N 22	WOWT	03/28/22	03/29/22	Tuesday Prime Hr 3	9:00 PM-10:00 PM		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	-1-----				1	\$550.00	7.10			
N 23	WOWT	03/28/22	03/30/22	Wednesday Prime Hr 1	6:57 PM-8:00 PM		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	--1----				1	\$750.00	13.10			
N 24	WOWT	03/28/22	03/30/22	Wednesday Prime Hr 2	8:00 PM-9:00 PM		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	--1----				1	\$750.00	12.40			
N 25	WOWT	03/28/22	03/30/22	Wednesday Prime Hr 3	9:00 PM-10:00 PM		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	--1----				1	\$750.00	11.10			
N 26	WOWT	03/28/22	03/31/22	Thursday Prime Hr 1	6:57 PM-8:00 PM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	---1---				1	\$350.00	6.90			
N 27	WOWT	03/28/22	03/31/22	Thursday Prime Hr 2	8:00 PM-9:00 PM		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	---1---				1	\$400.00	7.60			
N 28	WOWT	03/28/22	04/01/22	Friday Prime 2 Hour	8:00 PM-10:00 PM		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	----1--				1	\$400.00	8.00			
N 29	WOWT	03/28/22	04/03/22	Sunday Prime 2 Hour A	6:00 PM-7:00 PM		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	-----1				1	\$300.00	5.20			
N 30	WOWT	03/28/22	04/01/22	News @ 10p M-F	10:00 PM-10:35 PM		:30				NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	11111--				5	\$375.00	11.60			
N 31	WOWT	03/28/22	04/02/22	News @ 10p Sa	10:00 PM-10:30 PM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	-----1-				1	\$350.00	10.90			
N 32	WOWT	03/28/22	04/03/22	News @ 10p Su	10:00 PM-11:00 PM		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	-----1				1	\$250.00	8.20			
N 33	WOWT	03/28/22	04/01/22	The Tonight Show	10:35 PM-11:35 PM		:30				NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	11111--				5	\$150.00	6.00			
Totals										699.10		84	\$22,590.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
03/28/22 - 04/03/22	84	\$22,590.00	(\$3,388.50)	\$19,201.50
<b>Totals</b>	84	\$22,590.00	(\$3,388.50)	\$19,201.50

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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